



Internal Revenue Service

United States Department of the Treasury

**Redesign
of
IRS.gov**

February 16, 2006

The IRS “Digital Daily”

PRINTED
DAILY AND
IT'S FREE!

DEPARTMENT OF THE TREASURY
Presenting The Fastest, Easiest



INTERNAL REVENUE SERVICE
Tax Publication On The Planet

AND YOU
DON'T HAVE
TO RECYCLE!

THE DIGITAL DAILY

FASTER THAN A SPEEDING 1040-EZ . . . MAR 22, 2002 (24 DAYS UNTIL APRIL 15TH)..

[\[Text Only Version\]](#)

[IRS Hiring Hundreds Now!
Explore IRS Careers at our
IRS Career Site!](#)

[IRS Disaster Relief](#)

[Retirement & 401\(k\) Plan
Alert - ActNow!](#)


[Tax Talk Today](#)
Webcast: 1/22/02, 2pm ET
The IRS Agent You Never
Want To Meet


[Order your 2001 Tax
Products CD-ROM today!](#)





NEWS FOR YOU 2002

Looking to get a head start on your taxes? The IRS offers a sneak peak at some of the changes underway with ["News for You 2002."](#)

This practical guide provides new information that taxpayers, tax practitioners and businesses need for

BACKGROUND

- *The Digital Daily* was initially designed to look like a newspaper.
- Used to disseminate tax forms, instructions, publications and other tax information to the public.
- *The Digital Daily* had limited functionality, and there were “issues” involving the search engine.
- From 1993 – 2002, three groups supported *The Digital Daily*:
 - From 1993 – June 2001 the IRS website was managed by the IRS’s Media & Pubs division.
 - From 1993 – June 2001 the Hosting and Help Desk staffing was supported by National Technical Information Service (NTIS), a self-supporting agency of the U.S. Dept. of Commerce, Technology Administration.
 - From June 2001 – Present, the IRS website was managed by the IRS’s Electronic Tax Administration.
- On Jan 28, 2002 the IRS launched a modernized site on a new platform.

IRS.gov Release 2.0

In March, October and November of 2004, the IRS.gov website underwent three Usability Enhancements, making up Release 2.0

Removed
“Digital Daily”
logo from
masthead

Placed
“Advanced
Search”
below
search box

The screenshot displays the IRS.gov homepage with several key features highlighted by red arrows. At the top, the masthead includes the IRS logo, the text 'Internal Revenue Service IRS.gov', and 'DEPARTMENT OF THE TREASURY'. Below this is a navigation bar with links: Accessibility, Tax Stats, About IRS, Careers, FOIA, The Newsroom, Site Map, Español, and Help, along with the date 08.05.2005 and an IRS Keyword search box. The main content area features a search box with a 'GO' button, a dropdown menu for 'within:' set to 'IRS Site', and a 'GO' button. Below the search box are links for 'Advanced Search', 'Tips for successful searching', and 'Forms and Publications'. A central banner for the 'August 15 Extension Deadline Approaching' is displayed. To the right, a 'Summer Tax Tips' section is visible. At the bottom, a footer contains links for Business Opportunities, Contact Us, Important Links, IRS Privacy Policy, and Taxpayer Advocate. On the right side of the page, there are three sections: 'EFTPS' (Electronic payment options), 'Criminal Enforcement' (Investigating criminal violations), and 'e-file' (Online options -- fast, free).

Internal Revenue Service **IRS.gov**
DEPARTMENT OF THE TREASURY

[Accessibility](#) | [Tax Stats](#) | [About IRS](#) | [Careers](#) | [FOIA](#) | [The Newsroom](#) | [Site Map](#) | [Español](#) | [Help](#) 08.05.2005

IRS Keyword:

Search for...

within:
IRS Site

[Advanced Search](#)
[Tips for successful searching](#)
[Forms and Publications](#)

information for:
[Individuals](#)
[Businesses](#)
[Charities & Non-Profits](#)
[Government Entities](#)
[Tax Professionals](#)
[Retirement Plans Community](#)
[Tax Exempt Bond Community](#)

August 15 Extension Deadline Approaching
So, back in the spring you filed an extension. Now, the dog days of August — and the extension deadline — are fast approaching. Be cool — use IRS e-file to file your return today.

Summer Tax Tips
Some traditional summer events — weddings, summer jobs, day camp, moving — can have tax consequences you may want to consider.

Free File Still Going Strong
Need to file? Free File is still an option. Join the 5 million others who've used it.

Where's My Refund?
Check on your refund now; or, in special situations, start a trace on your refund.

EFTPS*
Electronic payment options.

Criminal Enforcement
Investigating criminal violations.

e-file
Online options -- fast, free

[Business Opportunities](#) | [Contact Us](#) | [Important Links](#) | [IRS Privacy Policy](#) | [Taxpayer Advocate](#)

Changed font
from grey to
black

Displayed
footer items in
alphabetical
order

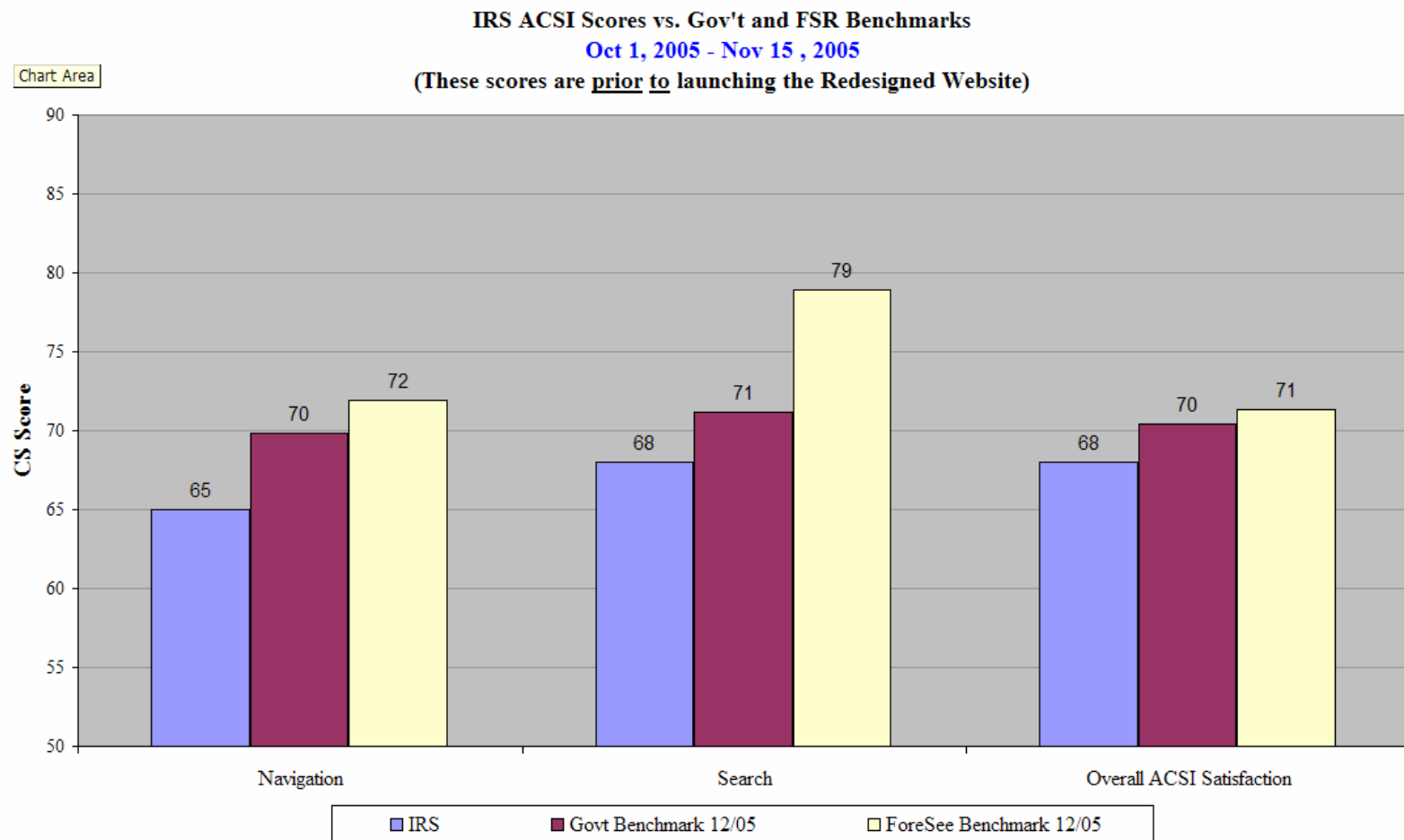
Issues



- However, the online ACSI survey identified several issues with Release 2.0 of IRS.gov
- For example,
 - Navigation was confusing some visitors
 - Search Engine had several deficiencies
- In addition, IRS wanted to provide visitors with new functionality – portlets.

IRS vs. Gov't and ForeSee Benchmarks

- The IRS scores show ample room for improvement compared to the e-Gov and FSR benchmarks scores, especially for Navigation and Search.



Note the Impact Associated with Search Problems

IRS Segment Satisfaction Summary Used Search & Found Info vs. Used Search & No Info Found July 1, 2005 - September 30, 2005

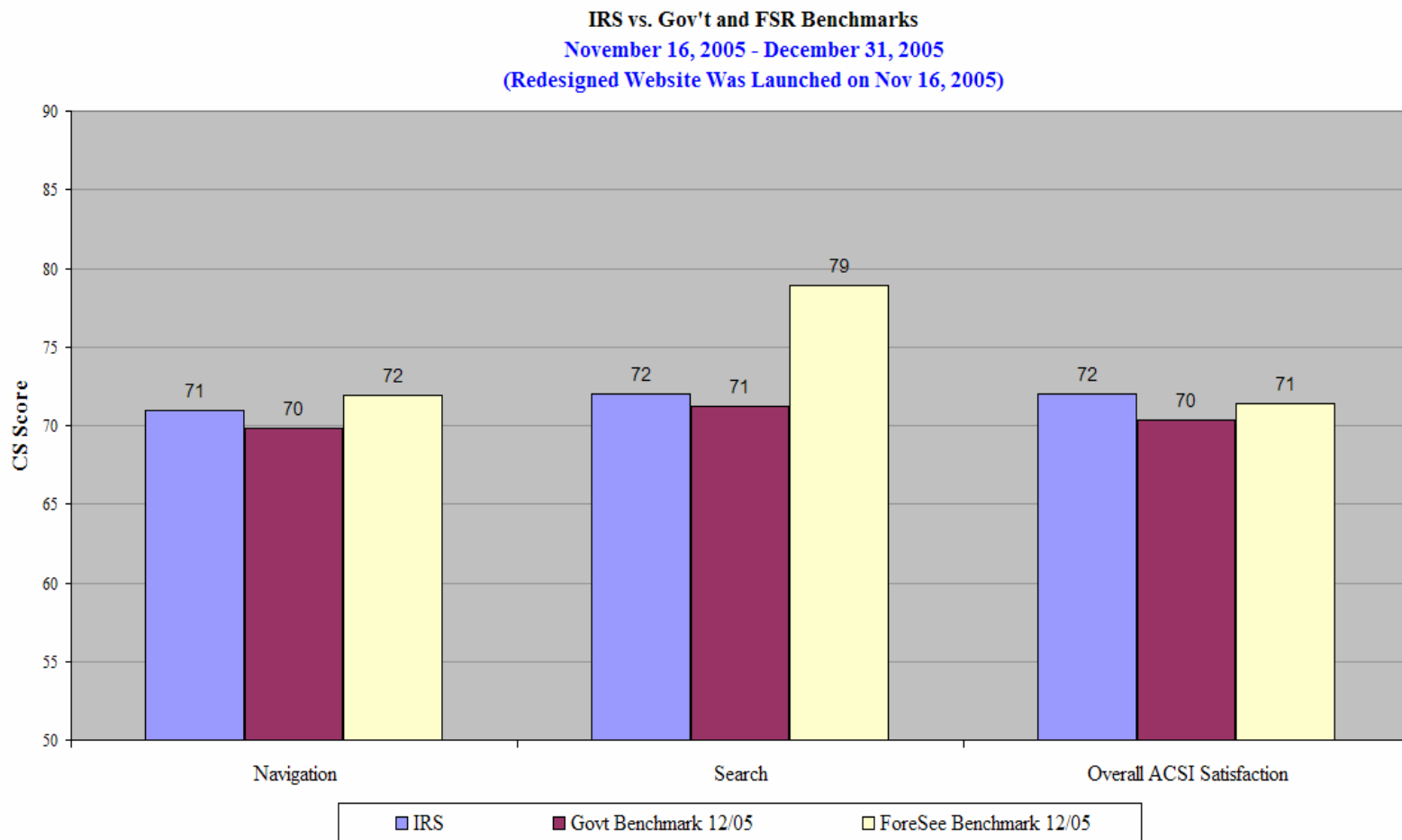
	Used Search & Found Info	Used Search & Did Not Find Info
Elements	Score	Score
Content	88	51
Functionality	87	33
Image	88	51
Look and Feel	84	43
Navigation	79	32
Privacy	88	62
Search	82	33
Site Performance	88	66
Task/ Transactions	85	40

Used Search & Found Info	Used Search & Did Not Find Info
Customer Satisfaction	Customer Satisfaction
83	31

Used Search & Found Info	
Future Behaviors	Score
Return	94
Recommend	92
Primary Resource	86
Used Search & Did Not Find Info	
Future Behaviors	Score
Return	58
Recommend	45
Primary Resource	43

Net Effect of the Redesign...

- After the Nov 16, 2005 launch of the new IRS.gov website, ALL of the ACSI scores increased.
- There was only a minimal “relaunch effect.”



The New IRS.gov Home Page

Top 5 most requested forms and publications are easily accessible

The screenshot shows the IRS.gov homepage with several key features highlighted by red boxes and arrows:

- Top Navigation:** Links for [Contact IRS](#), [About IRS](#), [Site Map](#), [Español](#), and [Help](#).
- Search Functionality:** A search bar with the placeholder "Keyword/Search Terms" and a "SEARCH" button. Below it are links for [Advanced Search](#) and [Search Tips](#).
- Most Requested Forms and Publications:** A list of the top 5 requested forms: 1. [Form W-4](#), 2. [Form 2688](#), 3. [Form W-9](#), 4. [Form 1040](#), and 5. [Form SS-4](#). A link for [More Forms and Publications](#) is also provided.
- Online Tools:** A section with links to [1040 Central: Find what...](#), [Where's My Refund?](#), [e-file](#), and [EFTPS](#).
- Helping Hurricane Katrina Victims:** A section with a "Hurricane Katrina" logo and text about relief and assistance.
- IRS and DOJ Unveil Largest Tax Fraud Case:** A news item dated Aug. 29, 2005, about KPMG LLP.
- Where's My Refund?:** A section with text about checking refund status.
- Free File Still Going Strong:** A section about online filing.
- Information About:** A section with links to [Contracting Opportunities](#), [Newsroom](#), [Careers](#), [Tax Stats](#), [Frequently Asked Questions](#), and [Taxpayer Advocacy](#).
- I need to...:** A dropdown menu with the text "<Select One>" and a "GO" button.
- IRS Ads:** Two identical ads for "Starting a business?" with the text "Questions? We have answers!" and three stars.
- Footer:** A row of links including [Accessibility](#), [FirstGov.gov](#), [Freedom of Information Act](#), [Important Links](#), [IRS Privacy Policy](#), and [U.S. Treasury](#).

Upgraded Search functionality

"I need to..." drop down provides quick access to frequently used actions

IRS Ads highlight new and important content

Redesigned footer

User Hovering Over Individuals with Tool Tips

New utility navigation

Redesigned role-based main navigation

New Tool Tips provide button explanations for easier, more accurate navigation

Online Tools highlight useful taxpayer applications

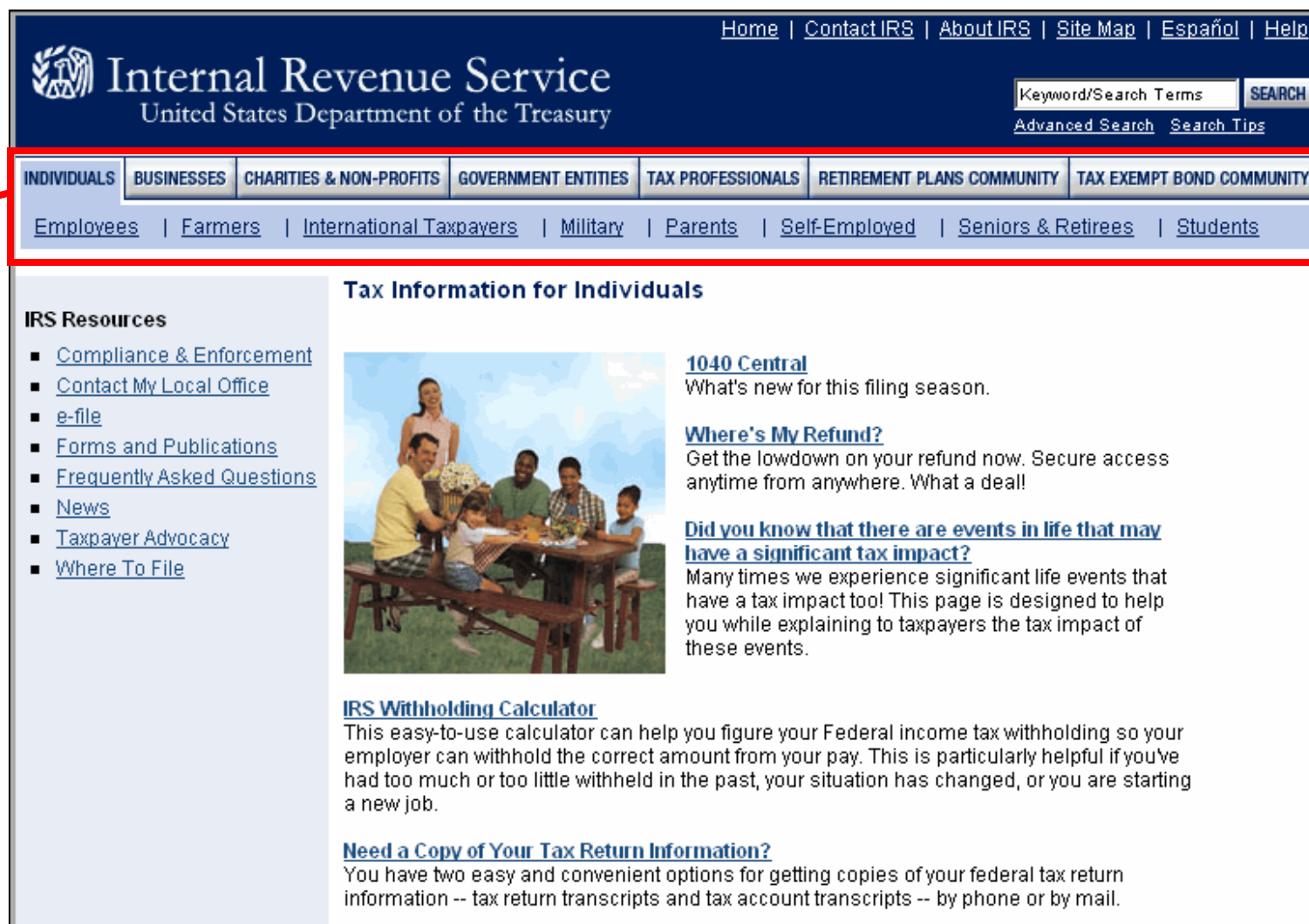
The screenshot shows the IRS website with several annotations in red boxes and lines:

- Top Navigation:** A red box highlights the top navigation bar containing links: [Contact IRS](#) | [About IRS](#) | [Site Map](#) | [Español](#) | [Help](#).
- Main Header:** The Internal Revenue Service logo and "United States Department of the Treasury" are visible.
- Role-based Main Navigation:** A red box highlights the main navigation bar with tabs: **INDIVIDUALS** (highlighted with a mouse cursor), [BUSINESSES](#), [CHARITIES & NON-PROFITS](#), [GOVERNMENT ENTITIES](#), [TAX PROFESSIONALS](#), [RETIREMENT PLANS COMMUNITY](#), and [TAX EXEMPT BOND COMMUNITY](#).
- Individuals Tool Tip:** A red box highlights the tooltip for the "INDIVIDUALS" tab, which lists: "Information for Individuals, Employees, Farmers, International Taxpayers, Military, Parents, Self-Employed, Seniors & Retirees and Students". Below this, a list of links is shown: [Form 2688](#), [Form W-9](#), [Form 1040](#), [Form SS-4](#), and [More Forms and Publications](#).
- Online Tools:** A red box highlights the "Online Tools" section, which includes:
 - [1040 Central: Find what...](#) (1040 Central has the...)
 - [Where's My Refund?](#) (Check on your refund...)
 - [e-file](#) (Online options -- fast,...)
 - [EFTPS](#) (Electronic payment options.)
 - [More Online Tools](#)
- Content Area:** The main content area features several articles and sections:
 - [Helping Hurricane Katrina Victims](#): "The Internal Revenue Service is working to provide appropriate relief and assistance to the victims of Hurricane Katrina and information to their..."
 - [IRS and DOJ Unveil Largest Tax Fraud Case](#): "IR-2005-83, Aug. 29, 2005 — KPMG LLP (KPMG) has admitted to criminal wrongdoing and agreed to..."
 - [Where's My Refund?](#): "Get the lowdown on your refund now. Secure access anytime from anywhere. What a deal!"
 - [Free File Still Going Strong](#): "Your link to Online Filing -- Free!"
 - [Information About](#):
 - [Contracting Opportunities](#)
 - [Careers](#)
 - [Frequently Asked Questions](#)
 - [Newsroom](#)
 - [Tax Stats](#)
 - [Taxpayer Advocacy](#)
- Right Sidebar:** Includes a search bar with "Keyword/Search Terms" and a "SEARCH" button, and a "I need to..." dropdown menu with a "GO" button. Below these are two boxes for "Starting a business?" with "Questions? We have answers!"
- Footer:** A red box highlights the footer navigation bar with links: [Accessibility](#) | [FirstGov.gov](#) | [Freedom of Information Act](#) | [Important Links](#) | [IRS Privacy Policy](#) | [U.S. Treasury](#).

Fresh, clean design is patriotic and reduces site "clutter"

User on Individuals Landing Page

Main navigation features a “tabbed” approach with links to second level content



The screenshot shows the IRS website's Individuals Landing Page. At the top, the IRS logo and name are displayed, along with navigation links for Home, Contact IRS, About IRS, Site Map, Español, and Help. A search bar is located on the right. Below the header is a horizontal navigation bar with tabs for INDIVIDUALS, BUSINESSES, CHARITIES & NON-PROFITS, GOVERNMENT ENTITIES, TAX PROFESSIONALS, RETIREMENT PLANS COMMUNITY, and TAX EXEMPT BOND COMMUNITY. The INDIVIDUALS tab is selected and highlighted. Below this tab is a sub-navigation bar with links for Employees, Farmers, International Taxpayers, Military, Parents, Self-Employed, Seniors & Retirees, and Students. The main content area is titled "Tax Information for Individuals" and features a list of IRS Resources on the left, including Compliance & Enforcement, Contact My Local Office, e-file, Forms and Publications, Frequently Asked Questions, News, Taxpayer Advocacy, and Where To File. The right side of the main content area contains several featured links and descriptions, including 1040 Central, Where's My Refund?, Did you know that there are events in life that may have a significant tax impact?, IRS Withholding Calculator, and Need a Copy of Your Tax Return Information?.

Home | [Contact IRS](#) | [About IRS](#) | [Site Map](#) | [Español](#) | [Help](#)

Internal Revenue Service
United States Department of the Treasury

Keyword/Search Terms
[Advanced Search](#) [Search Tips](#)

INDIVIDUALS | [BUSINESSES](#) | [CHARITIES & NON-PROFITS](#) | [GOVERNMENT ENTITIES](#) | [TAX PROFESSIONALS](#) | [RETIREMENT PLANS COMMUNITY](#) | [TAX EXEMPT BOND COMMUNITY](#)

[Employees](#) | [Farmers](#) | [International Taxpayers](#) | [Military](#) | [Parents](#) | [Self-Employed](#) | [Seniors & Retirees](#) | [Students](#)

Tax Information for Individuals

IRS Resources

- [Compliance & Enforcement](#)
- [Contact My Local Office](#)
- [e-file](#)
- [Forms and Publications](#)
- [Frequently Asked Questions](#)
- [News](#)
- [Taxpayer Advocacy](#)
- [Where To File](#)

1040 Central
What's new for this filing season.

Where's My Refund?
Get the lowdown on your refund now. Secure access anytime from anywhere. What a deal!

Did you know that there are events in life that may have a significant tax impact?
Many times we experience significant life events that have a tax impact too! This page is designed to help you while explaining to taxpayers the tax impact of these events.

IRS Withholding Calculator
This easy-to-use calculator can help you figure your Federal income tax withholding so your employer can withhold the correct amount from your pay. This is particularly helpful if you've had too much or too little withheld in the past, your situation has changed, or you are starting a new job.

Need a Copy of Your Tax Return Information?
You have two easy and convenient options for getting copies of your federal tax return information -- tax return transcripts and tax account transcripts -- by phone or by mail.

Search Engine Redesign - Requirements



- Upgrade Verity Ultraseek version
- Enable advanced features, i.e., in-document and hit highlighting, passage-based summaries
- Implement usability best practices and recommendations, e.g., single search field, single advanced search page, better integrated Quick Links design
- Convert Keywords to Quick Links
- Provide relevancy consistent with current search implementation

New Search Features

The screenshot displays the IRS website's search results page for the query "free file". The page includes a navigation bar with links like Home, Contact IRS, and About IRS. A search bar at the top right shows the query "free file" and a "SEARCH" button. Below the search bar, there are tabs for "Individuals", "Businesses", "Charities & Non-Profits", "Government Entities", "Tax Professionals", "Retirement Plans Community", and "Tax Exempt Bond Community".

On the left side, there is a section titled "IRS Resources" with links to "Compliance & Enforcement", "Contact My Local Office", "e-file", "Forms and Publications", "Frequently Asked Questions", "News", "Taxpayer Advocacy", and "Where To File".

The main content area is titled "Search Results" and shows the search criteria "free file" and the number of results "631 results found, top 500 displayed". It includes a "Sort by: Relevance | Date" option and a "Results: 1-10" indicator.

Annotations highlight several new features:

- Ability to perform new search or search within results:** A red box highlights the "New Search" and "Search within Results" radio buttons, along with a "SEARCH" button.
- New Quick Links design:** A red box highlights the "Free Internet Filing Options" link under the "Recommendation(s) for: free file" section.
- Passage-based summaries:** A red box highlights the summary text for the "Free File Still Available; Innovative Process Leads to Record Year" article.
- "In-document" highlighting with Tool Tips:** A red box highlights a tooltip that appears when hovering over the word "free" in the summary text, showing the search term highlighted in the original document.
- Hit highlighting:** A red box highlights the word "free" in the summary text, which is highlighted in the original document.

At the bottom of the page, there is a footer with links to "Accessibility", "FirstGov.gov", "Freedom of Information Act", "Important Links", "IRS Privacy Policy", and "U.S. Treasury".

In-Document Highlighting

Upgraded engine allows for single and multi-term queries

User can choose to highlight a single search term or all terms

Highlighted terms are navigable

Employer ID Numbers (EINs)
Highlighted Term(s): **Employer** (3 matches), **ID** (1 match), **Numbers** (1 match), **EIN** (13 matches)
[Go to First Match](#)

☒ Highlight all Terms
☐ Highlight Only One Term: [Employer](#), [ID](#), [Numbers](#), [EIN](#)

[Turn Off Highlighting](#) | [Back to Search Results](#)

See [Search Tips](#) for More Information on In-Document Highlighting

Home | [Contact IRS](#) | [About IRS](#) | [Site Map](#) | [Espanol](#) | [Help](#)

Keyword/Search Terms

[Advanced Search](#) [Search Tips](#)

INDIVIDUALS | BUSINESSES | CHARITIES & NON-PROFITS | GOVERNMENT ENTITIES | TAX PROFESSIONALS | RETIREMENT PLANS COMMUNITY | TAX EXEMPT BOND COMMUNITY

I need to:

Small Business/Self-Employed Topics

- [Compliance & Enforcement](#)
- [Partners & Stakeholders](#)
- [Electronic Services](#)
- [Join Mailing List](#)
- [State Links](#)
- [More Topics...](#)

IRS Resources

- [Compliance & Enforcement](#)
- [Contact My Local Office](#)
- [e-file](#)
- [Forms and Publications](#)
- [Frequently Asked Questions](#)
- [News](#)
- [Taxpayer Advocacy](#)
- [Where To File](#)

Employer ID Numbers (EIN)s

An **Employer** Identification Number (**EIN**) is also known as a federal tax identification number, and is used to identify a business entity. Generally, businesses need an **EIN**. You may apply for an **EIN** in various ways, and now you may [apply online](#). You must check with [your state](#) to make sure you need a state number or charter.

- [Do You Need an EIN?](#)
- [Do You Need a New EIN?](#)
- [How to Apply for an EIN](#)
- [How Long Will it Take to Get a Number?](#)
- **EIN** for E-Health Transactions
- [Understanding Your EIN](#) (PDF)

*Note: You may not transfer your **EIN** if you sell or otherwise transfer your business. The new business owner and operator may not use your **EIN**.*

Change of Ownership or Structure
Generally, businesses need a new **EIN** when their ownership or structure has changed. Refer to "[Do You Need a New EIN?](#)" to determine if this applies to your business.

EIN for Electronic Health Transactions
You may need a **National Standard Employer Identifier (NSEI)** for your electronic health transactions. Refer to [NSEI frequently asked questions](#) for assistance.